

ORDER

KSNV

Orders
 Order / Rev: 104412
 Alt Order #: 06832077
 Product Desc: HELLER FOR SENATE
 Estimate:
 Flight Dates: 09/05/12 - 09/11/12
 Original Date / Rev: 07/18/12 / 10/01/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency
 Name: Strategic Media Services, Inc.
 Buying Contact:
 Billing Contact:
 3299 K St. NW
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
 Name: Heller, Dean for U.S. Senate - Revised
 Demographic: A35+
 Product Codes: PLC01
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	79	\$42,775.00	\$36,358.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	79	\$42,775.00	\$36,358.75	0.00
Totals	79	\$42,775.00	\$36,358.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	29%	\$42,775.00
Market	100%	\$147,500.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$38,350.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$26,550.00
KTUD	1%	\$1,475.00
KVVU	24%	\$35,400.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,950.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w/WagM	5-6a		--WTF--	:30	3	\$185.002		0.00	NM	3	\$555.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	--WTF--			3		\$185.00		0.00				

Order / Rev: 104412
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Advertiser: Heller, Dean for U.S. Senate
 Product Desc: HELLER FOR SENATE
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/05/12	09/07/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	3	\$185.002		0.00	NM	3	\$555.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--WTF--	3		\$185.00		0.00						
E 2	KSNV	09/10/12	09/10/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	2	\$185.002		0.00	NM	2	\$370.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	2		\$185.00		0.00						
E 3	KSNV	09/10/12	09/10/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	2		\$450.00		0.00						
E 4	KSNV	09/05/12	09/07/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--WTF--	3		\$450.00		0.00						
E 5	KSNV	09/05/12	09/07/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	3	\$550.002		0.00	NM	3	\$1,650.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--WTF--	3		\$550.00		0.00						
E 6	KSNV	09/10/12	09/10/12	Today Show Today Show	CM	658a-9am	M-----	:30	2	\$550.002		0.00	NM	2	\$1,100.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	2		\$550.00		0.00						
E 8	KSNV	09/05/12	09/07/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	--W-F--	:30	2	\$200.002		0.00	NM	2	\$400.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--W-F--	2		\$200.00		0.00						
E 9	KSNV	09/05/12	09/07/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$200.002		0.00	NM	3	\$600.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--WTF--	3		\$200.00		0.00						
E 10	KSNV	09/10/12	09/10/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	M-----	:30	2	\$200.002		0.00	NM	2	\$400.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	2		\$200.00		0.00						
E 11	KSNV	09/10/12	09/10/12	Noon News Noon News	CM	12-1230pm	M-----	:30	2	\$275.002		0.00	NM	2	\$550.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	M-----	2		\$275.00		0.00						
E 12	KSNV	09/05/12	09/07/12	Noon News Noon News	CM	12-1230pm	--WTF--	:30	3	\$275.002		0.00	NM	3	\$825.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--WTF--	3		\$275.00		0.00						
E 13	KSNV	09/05/12	09/07/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$300.002		0.00	NM	3	\$900.00
PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	--WTF--	3		\$300.00		0.00						
E 14	KSNV	09/10/12	09/10/12		CM	3-4p	M-----	:30	2	\$300.002		0.00	NM	2	\$600.00

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	KSNV	09/10/12	09/10/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-----	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----			2			\$725.00		0.00			
E 25	KSNV	09/10/12	09/10/12	FacetoFace/Ralston Rep	CM	730-758pm	M-----	:30	2	\$400.00	2	0.00	NM	2	\$800.00
FACE Face to Face w/ J.Ralston															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----			2			\$400.00		0.00			
E 26	KSNV	09/05/12	09/07/12	FacetoFace/Ralston Rep	CM	730-758pm	---TF--	:30	3	\$400.00	2	0.00	NM	1	\$400.00
FACE Face to Face w/ J.Ralston															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---TF--			2			\$400.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/03/12-09/09/12		FacetoFace/Ralston Report		730-758pm	---ThF----	:30		(\$400.00)		0.00	NM		
Credited [credit]															
E 27	KSNV	09/06/12	09/06/12	M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$750.00	2	0.00	NM	1	\$750.00
NEWS M-F News 3 at Eleven															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---			1			\$750.00		0.00			
E 28	KSNV	09/10/12	09/10/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
NEWS M-F News 3 at Eleven															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----			1			\$750.00		0.00			
E 29	KSNV	09/08/12	09/09/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.00	2	0.00	NM	2	\$1,500.00
NEWS Sa-Su News 3 at Eleven															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----SS			2			\$750.00		0.00			
E 30	KSNV	09/08/12	09/08/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	:30	1	\$200.00	2	0.00	NM	1	\$200.00
NEWS News 3 Sunrise SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-			1			\$200.00		0.00			
E 31	KSNV	09/08/12	09/08/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$350.00	2	0.00	NM	2	\$700.00
NEWS Sa-Su Early News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-			2			\$350.00		0.00			
E 32	KSNV	09/09/12	09/09/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SUN TODAY Sunday Today															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S			1			\$625.00		0.00			
E 33	KSNV	09/09/12	09/09/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
SNFL NFL Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S			1			\$8,000.00		0.00			
E 34	KSNV	09/09/12	09/09/12	Sports Night In Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
SPORTS NIGHT Sports Night in Las Vegas															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S			1			\$200.00		0.00			
N 35	KSNV	09/07/12	09/07/12	M-F News 3 at Eleven	CM	11pm-1135pm	----F--	:30	1	\$750.00	2	0.00	NM	1	\$750.00
M-F News 3 at Eleven															

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Advertiser: Heller, Dean for U.S. Senate
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N35	KSNV	09/07/12	09/07/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	----F--	:30	1	\$750.002		0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	----F--					1	\$750.00		0.00			
N36	KSNV	09/05/12	09/05/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--W----	:30	1	\$750.002		0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--W----					1	\$750.00		0.00			
N37	KSNV	09/09/12	09/09/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm (8:30 PM-9:30 PM)	-----S	:30	1	\$900.002		0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$900.00		0.00			
N38	KSNV	09/05/12	09/07/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$200.002		0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--					3	\$200.00		0.00			
N39	KSNV	09/10/12	09/10/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M-----	:30	2	\$200.002		0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					2	\$200.00		0.00			
N40	KSNV	09/08/12	09/08/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$350.002		0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$350.00		0.00			
N41	KSNV	09/05/12	09/07/12	M-F Today Show II 3rd M-F Today Show II	CM	9-10a	--WTF--	:30	1	\$200.002		0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	--WTF--					1	\$200.00		0.00			
N42	KSNV	09/10/12	09/10/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	M-----	:30	1	\$1,000.001		0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$1,000.00		0.00			
													Totals	79	\$42,775.00